



WPTV

# ORDER

Print Date 09/20/12

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Flight Dates **10/23/12-10/29/12**

Contract / Revision      **311794 /**

Original Date / Revision  
09/20/12    09/20/12

Advertiser **Negron / Republican / State**

Agency    **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

**Joe Negron for FL Senate**

Agency Com    15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep            00:20:00

Estimate #            **497**

Alt Order #

Billing Type        Cash

Order Type        GENERAL

Billing Cycle       EOM/EOC

Billing Calendar   BROADCAST

Demographic      A25-54

Rev Codes           POL            POL            CAND

Product Codes    PL

Priority                P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	11	\$9,541.25	\$11,225.00	0.00
<b>Totals</b>	<b>11</b>	<b>\$9,541.25</b>	<b>\$11,225.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	11	\$9,541.25	\$11,225.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPTV	10/23/12	10/29/12	M-F 6-630p M-F 6-630p	CM	6-630p	- 11- 1- -	:30	3	\$1,325.00	P-1	0.00	NM	3	\$3,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	- 11- 1- -			3		\$1,325.00		0.00				
N 2	WPTV	10/27/12	10/27/12	Sa 8-10a Sa 8-10a	CM	8-10a	- - - - S-	:30	1	\$725.00	P-1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/23/12	10/29/12	- - - - S-			1		\$725.00		0.00				
N 3	WPTV	10/27/12	10/27/12	Sa 6p Sa 6p	CM	6-630p	- - - - S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00



**WPTV**

Print Date: 09/20/12

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Contract / Revision    **311794**    Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision    09/20/12/    09/20/12

Order Sep    00:20:00

Advertiser    **Negron / Republican / State**    Product **Joe Negron for FL Senate**    Estimate #    **497**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	10/27/12	10/27/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$600.00		0.00			
N 4	WPTV	10/27/12	10/27/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$1,025.00	P-1	0.00	NM	1	\$1,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S-					1	\$1,025.00		0.00			
N 5	WPTV	10/28/12	10/28/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$425.00	P-1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$425.00		0.00			
N 6	WPTV	10/28/12	10/28/12	Su 9-10a Su 9-10a	CM	9-10a	-----S	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$1,800.00		0.00			
N 7	WPTV	10/28/12	10/28/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$600.00		0.00			
N 8	WPTV	10/28/12	10/28/12	Su 11-1135p Su 11-1135p	CM	11-1130p	-----S	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$750.00		0.00			
N 9	WPTV	10/23/12	10/29/12	M-F 6-630p M-F 6-630p	CM	6-630p	MTWTF--	:30	1	\$1,325.00	P-1	0.00	NM	1	\$1,325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					1	\$1,325.00		0.00			
Totals														11	\$11,225.00